

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 10/8/2012
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I, Media Strategies and Research,

being/on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

Total Charges: \$8,385.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 08, 2012

Date



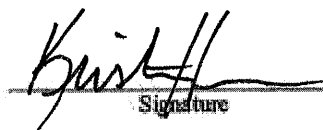
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1390545

Schedule Dates

10/15/12-10/20/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

ADD TO 10-15 THRU 10-21 (479184)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

COLLINS,SUZANNE

Phone/Fax

/

CPE

12439

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered 10/08/12

Last Modified 10/08/12

Entered By Kristen Henderson

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,257.75

Net Total \$7,127.25

Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	10	\$8,385.00
Grand Total:	10	\$8,385.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/18/12-10/18/12	1	:30	6A- 8A (MST)					1				1	\$550.00	\$550.00	Salt Lake City (KUTV)		10/8/12
2.0	Normal Line / SPOT	10/15/12-10/15/12	1	:30	7:58A- CBS-This Morning (New Title)	1	1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/8/12
3.0	Normal Line / News	10/19/12-10/19/12	3	:30	11:59-45A- News-2 News at Noon						1			1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/8/12
4.0	Normal Line / SPOT	10/17/12-10/17/12	5	:30	3P- Ricki Lake			1						1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/8/12
5.0	Normal Line / News	10/15/12-10/18/12	5	:30	5:59P- News-2 News at 6p	1	1		1					2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		10/8/12
6.0	Normal Line / Prime	10/17/12-10/17/12	3	:30	6:57-26P- CBS-Survivor (Wednesday)				1					1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/8/12
7.0	Normal Line / News	10/16/12-10/16/12	1	:30	10P- News-2 News at 10p		1							1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/8/12
8.0	Normal Line / News	10/20/12-10/20/12	3	:30	10P- News-2 News at 10p							1		1	\$650.00	\$650.00	Salt Lake City (KUTV)		10/8/12
9.0	Normal Line / SPOT	10/19/12-10/19/12	1	:30	10:37P- CBS-The David Letterman Show						1			1	\$600.00	\$600.00	Salt Lake City (KUTV)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Kristen Henderson

10/10/12

PAYMENT RECEIVED



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

12439

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-839-1234
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KUTV 6a News	EM	M-F	30	\$550.00				1				1
6:00 AM 8:00 AM			30	\$550.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F	30	\$300.00	1							1
8:00 AM 9:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT	M-F	30	\$135.00					1			1
12:00 PM 1:00 PM			30	\$135.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Ricki Lake	EF	M-F	30	\$150.00			1					1
3:00 PM 4:00 PM			30	\$150.00								
KUTV 6p News	EN	M-F	30	\$1,000.00	1			1				2
6:00 PM 6:30 PM			30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Survivor	PT	W	30	\$1,500.00			1					1
7:00 PM 8:00 PM			30	\$1,500.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 10p News	LN	M-F	30	\$2,500.00		1						1
10:00 PM 10:35 PM			30	\$2,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Saturday 10p News	LN	Sa	30	\$650.00						1		1
10:00 PM 10:35 PM			30	\$650.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Letterman	LF	M-F	30	\$600.00					1			1
10:35 PM 11:35 PM			30	\$600.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Station Gross Totals				\$8,385.00	2	1	2	2	2	1		10

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastراتيجies.com

Date/Time Sent: 10/8/2012 1:29:18 PM

KUTV-TV

Page 1 of 1



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

12439

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KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KUTV 6a News	EM		M-F	\$550.00	OK			1				1
6:00 AM 8:00 AM			30	\$550.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM		M-F	\$300.00	OK	1						1
8:00 AM 9:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS Sunday Morn	EM		Su	\$225.00							1	1
8:00 AM 9:30 AM			30	\$225.00								
\$700												
KUTV Noon News	DT		M-F	\$135.00	OK				1			1
12:00 PM 1:00 PM			30	\$135.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Ricki Lake	EF		M-F	\$225.00								1
3:00 PM 4:00 PM			30	\$225.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 6p News	EN		M-F	\$1,000.00	OK	1			1			2
6:00 PM 6:30 PM			30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Survivor	PT		W	\$1,500.00				1				1
7:00 PM 8:00 PM			30	\$1,500.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 10p News	LN		M-F	\$2,500.00	OK		1					1
10:00 PM 10:35 PM			30	\$2,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Saturday 10p News	LN		Sa	\$650.00						1		1
10:00 PM 10:35 PM			30	\$650.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Letterman	LF		M-F	\$285.00					1			1
10:35 PM 11:35 PM			30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Station Gross Totals				\$8,370.00	2	1	2	2	2	1	1	11

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 9:05:15 AM

KUTV-TV

Page 1 of 1

suzannel@mediastategies.com